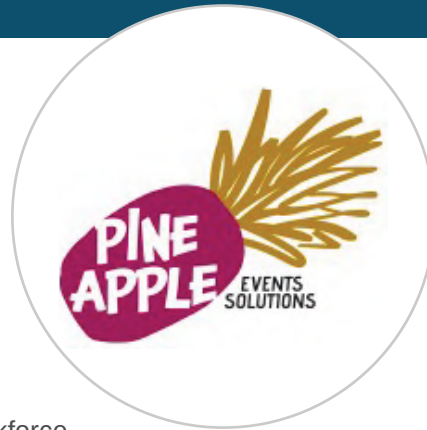


Pineapple Events Solutions

A Case Study



Operates food units inside some of the UK's most popular visitor attractions, including Thorpe Park, Alton Towers, Madame Tussauds, Brighton Pier, and Southwold Pier. Across these diverse, high-footfall locations, Pineapple delivers a variety of food concepts from hot meals to desserts to thousands of guests each day.



With a young, seasonal and culturally diverse workforce, the company prides itself on maintaining exceptional food safety and service standards, no matter how busy the environment. Each unit is uniquely tailored to its location, ensuring compliance and consistency across multiple sites, while keeping the guest experience at the heart of every operation.

The Challenge

The company operates across high-footfall leisure venues such as Thorpe Park, Alton Towers, Madame Tussauds, Brighton Pier, and Southwold Pier, Pineapple Events Solutions manages multiple food outlets delivering a variety of food concepts — from hot meals to desserts — to thousands of guests every day.

With a young, seasonal, and culturally diverse workforce, ensuring consistent food safety and compliance across multiple outlets was a significant challenge. Paper-based systems were time-consuming, prone to falsification, and created stress during Environmental Health Officer (EHO) visits. Training new and returning seasonal staff consumed valuable time, while the absence of real-time visibility left management exposed.

Pineapple recognised the need for a tailored, digital solution that could simplify processes, maintain compliance, and keep teams engaged — all while protecting customers and enhancing operational efficiency.

Challenges Faced by Management & Unit Managers

Head of Compliance & Operations, Natalie O'Donovan

- ✓ Little oversight of multiple units' food safety records.
- ✓ Stressful audit process with risk of falsified paper records.
- ✓ Too much time spent retraining seasonal staff.

Unit Manager, Raj

- ✓ Staff often forgot to complete checks, with no reminders in place.
- ✓ Temperatures and records were missed during busy grab-and-go service.
- ✓ Paperwork was time-consuming and unreliable, taking focus away from customers.



Results using the Kelsius system:



3 hours saved per day across all outlets at Thorpe Park



Zero paperwork errors or falsification



Improved audit confidence, with records instantly accessible



Faster onboarding, with staff trained much quicker



4 hours per week saved by management due to quicker audits and automated reports



90% reduction in mistakes due to human error

Benefits of Using the Kelsius System:

- ✓ Customised per unit, ensuring relevance and staff engagement.
- ✓ Managers gain remote visibility across multiple sites.
- ✓ Records are timestamped and fraud-proof.
- ✓ Reduced risk of food safety incidents.
- ✓ Training is simplified with intuitive, app-based workflows.
- ✓ Faster daily processes free staff to focus on customers.
- ✓ EHOs trust the system, streamlining audits and inspections.
- ✓ Improved sustainability by going paperless.



What They Say

"It's scary to think of a life before Kelsius. Paperwork is open to falsification, and I've seen it happen in many businesses I've worked in. With Kelsius, records are timestamped, checks can't be faked, and my teams are engaged because the system is tailored to them. I will never go back to paper."

Natalie O'Donovan
Head of Compliance & Operations

"Using Kelsius is very easy compared to paper. On paper, staff forget and there are no reminders, but with the tablet you get notifications every two hours. It tells us exactly what to do, so even in busy times we don't miss checks. It makes food safety simple."

Raj
Unit Manager, Pineapple Events Solutions



Delivery

The Kelsius FoodCheck 2.0 system was first introduced in partnership with Thorpe Park, aligning seamlessly with Pineapple Events' existing operations. Each tablet was configured to meet the specific needs of individual units — from hot food kitchens to dessert stands — ensuring that workflows remained relevant and engaging for every staff member.

The intuitive system design allowed managers like Natalie to train both seasonal and new staff internally, without relying on external support. Visual, unit-specific checklists made it simple for employees to "learn by doing," while returning seasonal staff quickly re-engaged after breaks. This streamlined onboarding process significantly reduced training time and improved staff confidence.

Outcome

The impact has been transformative. Pineapple Events has achieved major time savings, improved staff morale, and greater operational transparency. The system's real-time reporting provides management with full visibility across all outlets, while timestamped digital records eliminate the risk of falsification or lost paperwork.

Environmental Health Officers have praised the system for its audit-ready transparency and reliability. Today, Kelsius FoodCheck 2.0 is an integral part of Pineapple Events' operations, helping to protect guests, support staff, and maintain the highest food safety standards in busy, high-footfall environments.